



**ALIGNING YOUR  
VISITOR SERVICING  
ACTIVITIES WITH  
YOUR DESTINATION'S  
BEST VISITORS**

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**THE MASTERCLASS**

A scenic landscape featuring a large body of water in the background, rolling hills in the middle ground, and a couple walking in the foreground. The couple consists of a woman in a white floral dress and a man in a light blue shirt and dark pants. The foreground is a dry, grassy hillside. The sky is clear and blue. A dark semi-transparent banner is overlaid across the middle of the image, containing the title text.

# UNDERSTANDING VISITOR PERSONAS

A person is holding a large, dark metal steamer basket filled with oysters. The oysters are arranged on a bed of white, rounded stones. The background is a blurred view of a boat's interior, showing wooden beams and a window looking out onto a bright, blue sky. The overall scene is brightly lit, suggesting a sunny day on the water.

'Everyone' is not your customer.

- SETH GODIN

Best-selling author, marketer, entrepreneur, and public speaker



**VISITOR PERSONA**  
(Demographics, psychographics,  
needs, challenges, motivations)

**NICHE SEGMENT**  
(Niche Interest/ Segment)

**TARGET MARKET**  
(Demographics Only)



## Destination Development

Helps identify experience gaps or upgrades needed to attract high value visitors



## Market + Visitor Service Efficiently

Helps to identify what marketing + visitor servicing opportunities to activate – and importantly, what to say ‘No’ to!



## Sustainable Growth

Increasing the number of your best visitors (who are higher yielding) means increasing overall spend, without increasing visitor numbers, which is more sustainable.



**WHO SHOULD YOU BE  
ATTRACTING IN THE  
FUTURE?**

Your destination isn't for everyone.

It is only for those who love what you have to offer.





Love your destination and rave about it to their friends

Are an absolute pleasure to deal with – genuinely happy people!

United by motivations and challenges, not just demographics

Less price sensitive – experience trumps price

Conscious consumers - care about their impact

# PROFILING PERSONAS

The background of the slide is a vibrant, sunlit garden. In the foreground, there are numerous pink and white hydrangeas. The middle ground is dominated by a large, dark, semi-transparent rectangular overlay that contains the main text. Behind this overlay, several tall, slender trees with dense green foliage are visible against a clear blue sky with a few wispy clouds. The garden appears to be built into a rocky cliffside, with some of the rock faces visible on the left and right sides of the frame.

Questions to help you clarify your Visitor Persona  
Why are they travelling?

# WHY TRAVELLING?

Holiday – Reconnection, Relaxation, Escape, Learning, Adventure

Special Occasion – Weddings/Anniversary/Special Event

Work – Business/Conference

Special Interest – Golf/Wine/Beer/Cycle/Wellness etc.

Sports – Event Participation



# PROFILING PERSONAS

The background of the slide is a vibrant, sunlit garden. On the left, a steep, rocky cliffside is partially covered in green ivy and other climbing plants. The foreground and middle ground are filled with a variety of lush green plants, including large ferns and numerous clusters of bright pink hydrangea flowers. The sky is a clear, bright blue with a few wispy white clouds. The overall atmosphere is one of natural beauty and tranquility.

Why are they travelling?

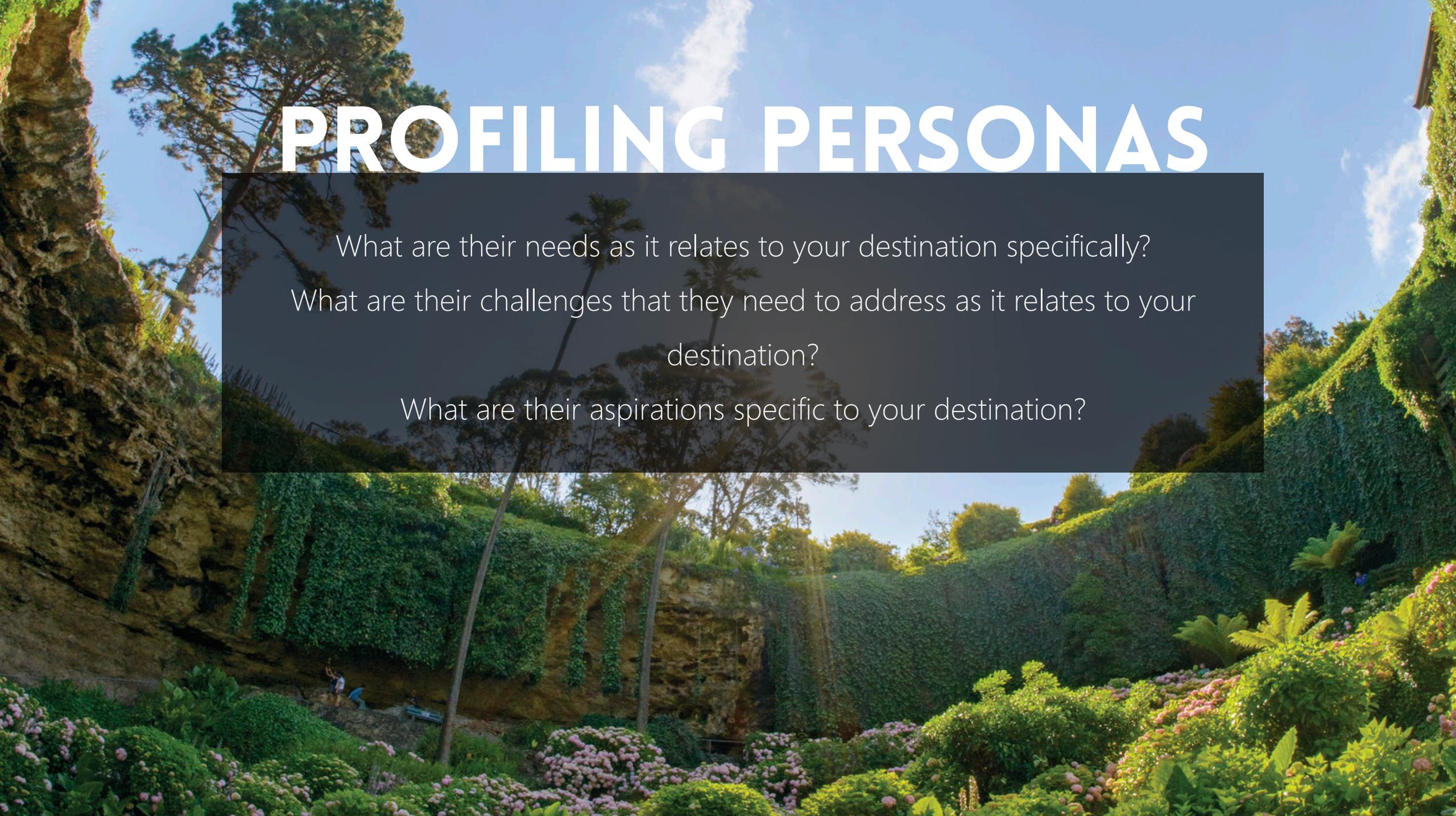
Who is the main decision maker?

Who are they travelling with that also influences their decisions?

When and how long do they travel?

How are they getting around?

# PROFILING PERSONAS



What are their needs as it relates to your destination specifically?

What are their challenges that they need to address as it relates to your destination?

What are their aspirations specific to your destination?



“Sarah”  
Families School  
Aged Tweens

#### WHO

Mum to 2 kids (10 and 12)  
Works nearly full time.

#### TRAVEL PARTY

Travels with husband & kids  
Other families  
Pet family dog (some)

#### WHY

Screen free family  
adventures + memory  
making.

ACCESS  
Self Drive

Escape city + routine!

#### COVID CONCERNS

Self contained  
Outside  
Private  
Takeaway  
Un-crowded

#### WHEN

School holidays/long  
weekends



"Sarah"  
Families School  
Aged Tweens

## DESTINATIONS

Has things that kids love (eg MTB trails/surfing), but also great food/nature/villages/scenery for adults.

Place family/other friends can easily join us in/not too far from Adelaide.

## EATS

Some self catering with local produce from markets/farm gate/pick your own.

Dine out at cool local favourite spots that are kid friendly (avoiding tourist traps) eg bakeries, cool pubs, cellar doors or cafes.

Needs an awesome coffee daily!

## DO

Outdoor + Active Adventure:  
Getting out in nature with walks/national parks/beach/bike rides/great views/

Interactive + close wildlife encounters

Family friendly food producers, breweries, cellar doors.

Engaging historic/cultural experiences – eg trains/museums /indigenous.

## STAY

Self catering accommodation  
Caravan/Cabins/Camping

# PERSONA FAQs

How many Personas should a destination have?

Short term domestic vs longer term international?

How do you find this information about them?

What about other Visitor segments? (those that aren't Personas, but still important)

An aerial photograph of a coastal area with turquoise water, a sandy beach, and green vegetation. A small boat is moving across the water, leaving a white wake. The sky is clear and blue.

# JOURNEY MAPPING



"Sarah"  
Families School  
Aged Tweens

What's going in Sarah's head  
across her whole travel  
plan?

What questions is she  
asking herself? What are her  
needs, challenges and  
aspirations?

## DREAM

Want to get away from Adelaide in July school holidays. Get some sun. Possibly take another family too now we can.

We'd like to support one of SA's regional communities.

Want to find somewhere to get outdoors and do some hands-on experiences, and maybe hiking/walking

## PLAN

Flinders Ranges + Clare is probably where we'll head.

Want our own accommodation. Which Station stay? How spaced out is accommodation at Rawnsley Park? Can the kids have campfire?

Would the kids be ok to hike Rawnsley Bluff?

Let's do a few nights in Clare on way home.

## BOOK

Need to lock in our accommodation before we go... self contained definitely!

I'll check what days Prairie Hotel is open, need to go there one day for lunch.

## PRE-TRAVEL

Will Pichi Richi be operating? What about Blinman mine tour?

Which hikes shall we do?

Do we take bikes?

Where shall we stop to get food/fuel/kids run around.

## IN DESTINATION

Where can we eat out (pubs/bakeries)

What are opening hours/ tour times for x?

Can we get marshmallows for the fire (forgot them!)

Which wineries are kids friendly for lunch in Clare? Which part of Reisling trail shall we cycle.

## POST-TRAVEL

Loved the slower pace and reconnecting with our family and getting away COVID19 media.

Need to book our next trip in SA, maybe will see if Lisa and Pete want to come with us next time!



"Sarah"  
Families School  
Aged Tweens

Where is she looking  
to answer her  
problems /  
questions?

## TRADITIONAL

The good, old-fashioned bricks and mortar store



## E-COMMERCE

Online shopping has skyrocketed in recent years



## MULTICHANNEL

Various, disconnected channels for customers to use independently



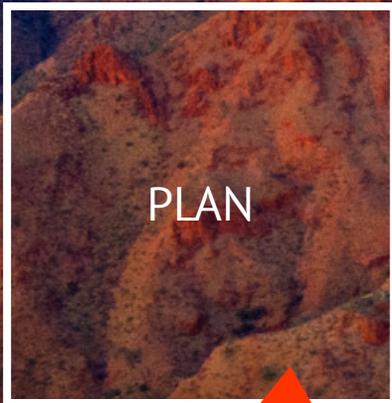
## OMNICHANNEL

AN integrated, seamless experience across multiple, devices and touchpoints

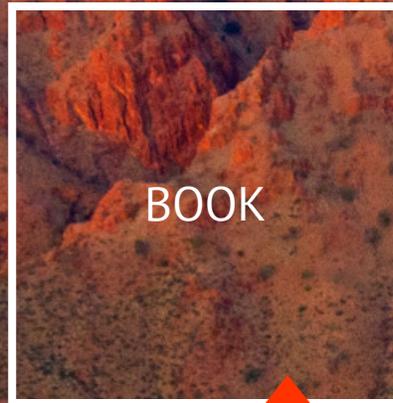




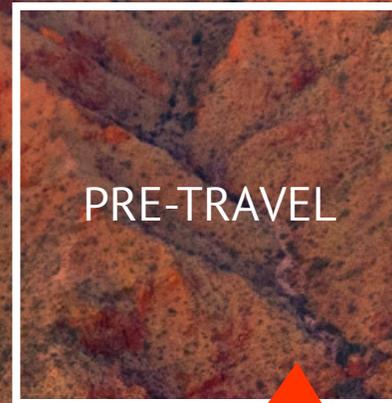
DREAM



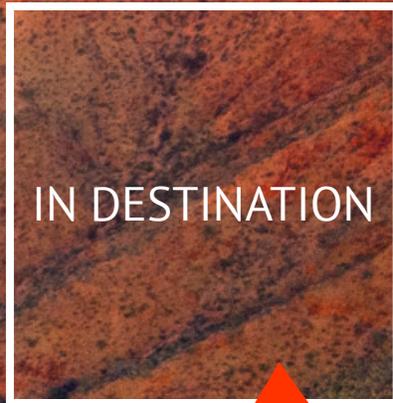
PLAN



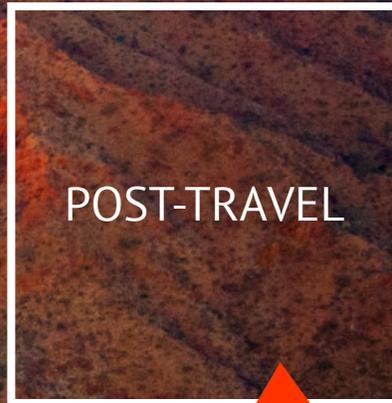
BOOK



PRE-TRAVEL



IN DESTINATION



POST-TRAVEL

Search, Social, Advertising, Word of Mouth, Traditional + Online Media

Social, Search, Review Websites, Operator Websites, Reviews, Destination Website, Word of Mouth

Operator websites, Review Websites, Destination Websites, OTAs

Search, Social Media, Operator Websites, Destination Websites, Email, Word of Mouth

Search, Destination Websites, Social Media, Review Websites, Word of Mouth, Visitor Centres

Social Media, Review Websites,

The image features a night sky with the Milky Way galaxy visible as a bright, hazy band of stars. Below the sky, several large, dark, rounded rocks are scattered across a grassy field. The rocks are silhouetted against the dark sky, with some showing a reddish-brown hue. The overall scene is a serene landscape under a starry night sky.

# WHERE ARE THE OPPORTUNITIES / GAPS?

# DEVELOPING YOUR PERSONAS

A woman wearing a dark hat and a colorful patterned dress stands in a vast field of white, fluffy flowers. She has her arms outstretched, and the scene is bathed in the warm, golden light of a sunset. The sky is a mix of blue and orange, with some light clouds. The overall mood is serene and expansive.

# SA'S PERSONAS

Young Couples

Young Families  
(Pre-School)

Young Families  
(Tweens/Teens)

Older Couples  
(High Yield)

Older Couples  
(Long Haul  
Travellers)



Persona  
X

## 1. ABOUT THEM

Who are they?

What's their life stage?

Why are they traveling?

When do they travel?

Who do they travel with?

How do they get to and around the region?



Persona  
X

## 2. EXPERIENCES

What do they do in your destination?

Accommodation

Activities

Food + Beverages?

Events?

Seasonal activities? Interests?

Any obvious experience gaps?



Persona

X

### 3. NEEDS, CHALLENGES + ASPIRATIONS

What do they need to know to help plan a longer stay?

What questions do they have before travel and when in the region?

What itineraries would be helpful?



Persona  
X

#### 4. VISITOR SERVICING TOUCHPOINTS

Where are they looking for visitor information online?

Where are they finding visitor information in region?

As a region how could you better support this persona through your visitor servicing activities?



# SHOW + TELL





3) NEEDS CHALLENGES ASPIRATIONS  
OLDER COUPLES BAROSSA

- Lack of Public Transport
- Ease of Access /
- Level of Fitness
- Opening Hours
- Seasonal Experiences
- Weather / Heat / Mud
- Themes / Interests
- Around - Weather
- Time Spent at Attraction
- Look out for? (Learning)
- Purposeful (How long? Where?)

BAROSSA Older Couples

- How many days?
- Camp spots
- Have a Break spots (off road team)

BAROSSA  
Older  
Couples

Clare Valley older  
Needs challenges Aspirations

What is open - What is in region  
available accommodation.  
Events on. Offerings -  
things to see. Adventure  
Activities - Nature

Questions - Is the lake pink  
Bike hire, what is the best  
winery - where should I eat  
What Markets are on.

Itineraries -  
What are the must sees of  
the Valley. How to visit all  
the towns in the Region.

Barossa  
Clare.  
Yorke Peninsula

Clare valley older

Tours - wineries -  
Historical Walks & How  
long do they take  
Ride the riesling trail in 8 days

3) Needs Challenges Aspirations  
Yorke Peninsula

- \* Need to know what is available to see & do
- \* Need to know distances to travel
- \* Need to have excursions
- \* Is there pub friendly pubs
- \* Groceries Shops Explain Address
- \* 3 Day Itinerary 1) Visit of District
- 2) One day 3) Mt King
- 3) Inness Walks
- 4) Milatton & Mall
- 5) Mounts & Clad
- \* Fuel Available
- \* Activities available in each town

Barossa

Needs, Challenges + Aspirations  
what? A good understanding  
of how big it is / the sub  
regions

- what transport (public) is available - There isn't a lot!
- what experiences fit their budget, or are they interested in
- \* itineraries / retail, easy walks
- soft / experiences - balloon, e bike, food + wine unique tours (separate parts) HISTORY, unique car tours.

Barossa / Gawler

What is happening where on 1 day.

- What experiences can I have.
- What are you about
- What should we do Must Do's
- 2 day
- 4 day

- Learn about History
- Walking Trails / Guided Tours
- Sport Activities  
Sliders / Paragliding / Rafting  
Horse trotting / Golf / Racing
- Golf
- Retail Therapy
- Dining Experiences
- Day Spas

Yorke Peninsula - Copper Coast  
Older Couples

Plan longer stay - options  
across CC area - info about proximity  
& unique offerings in each town  
Must see things to see + do

?? Distance to CC + between towns  
Advice on what to see + do

Itineraries - Top Tourism Town  
Moonta  
Walleroo  
Kadina

daily, few days, longer stay  
further referral to neighbouring  
regions

ABOUT THEM  
 = TWEEN FAMILIES  
 1 1/2 INCOMES / SINGLE PARENTS  
 PARENT/S WITH SCHOOL-AGED KIDS  
 NOT NECESSARILY 2A/2K  
 MAKING MEMORIES  
 GIVE KIDS A BREAK  
 - LIFE EXPERIENCES  
 - BREAK FROM DEVICES  
 LESS LIKELY TO TRAVEL DURING 'SCHOOL TERMS' → HOLIDAYS  
 TRAVEL WITH OTHER FAMILIES  
 DRIVING - FLIGHTS = EXPENSIVE  
 - PRACTICALITY GETTING AROUND THE REGION  
 - CARAVAN / CAMPER TRAILERS

# Eyre Peninsula

(families - choose either)

3. Needs challenge & adventure  
 Plan a longer stay  
 A more detailed plan on the peninsular  
 Detailed info on the region  
 What to do in the region?  
 What to do in the region?  
 (see previous)

What do they need to know to help them to stay longer?  
 What are the things in the region that are not obvious?  
 Questions - Distance from home? What are local activities in the area?  
 Equipment hire of what?

Questions - How to find out more about the region?  
 How to find out more about the region?  
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 How to find out more about the region?

## EXPERIENCES

TWEENS - LOOKING FOR THINGS TO DO

ACCOMMODATION  
 - AFFORDABLE OPTIONS  
 - CARAVAN PARK  
 - 'AIRBNB' / SELF CONTAINED  
 - SPACE

ACTIVITIES  
 - OUTDOOR - BEACH/MARINE/HIKING/BIKES

FOOD + BEVERAGES  
 - SELF CATERING  
 - PUB MEALS  
 - BAKERY

EVENTS  
 - DAY TIME EVENTS  
 COLOUR TUMBY OYSTERFEST  
 TUNARAM STRAIGHT BAY  
 NEW YEARS DAY @ PERLUBIE

## EYRE PENINSULA (1 OF 2)

## EYRE PENINSULA (2 OF 2)

OBVIOUS GAPS  
 INDOOR ACTIVITIES  
 WINTER ACTIVITIES  
 EQUIPMENT HIRE AVAILABILITY

## EYRE PENINSULA

### VISITOR SERVICING TOUCHPOINTS

- GOOGLE SEARCH  
 - DESTINATION WEBSITES  
 - LOCAL WEBSITES  
 - APPS  
 - SOCIAL MEDIA  
 - FACEBOOK GROUPS  
 - INSTAGRAM

- WORD OF MOUTH  
 - SOCIAL  
 - IN-PERSON

- OTHER TRAVELLERS  
 - COMMUNITY BUSINESSES  
 - APPS  
 - PRINTED RESOURCES / BROCHURES / MAPS  
 - MAPS - ONLINE + PRINTED

- FAMILIES  
 - COLLABORATION / SHARED INFORMATION  
 - BUILDING RAPPORT

## EYRE PENINSULA (2 OF 2)

What do they need to know to help them to stay longer?  
 What are the things in the region that are not obvious?  
 Questions - Distance from home? What are local activities in the area?  
 Equipment hire of what?

Where can I hire...  
 Where do I get fuel/food?  
 Maps  
 Info  
 What to do in the region?  
 What to do in the region?

3. Needs challenge & adventure  
 Plan a longer stay  
 A more detailed plan on the peninsular  
 Detailed info on the region  
 What to do in the region?  
 What to do in the region?  
 (see previous)

# TWEENS - EYRE PENINSULA (10/2)

## BUDGET

- WHAT IS AVAILABLE TO SEE + DO
- COST OF ACTIVITIES/ENTRY
- PERSONAL INTERESTS FOR KIDS/ADULTS
- CAN I HIRE EQUIPMENT
- WHAT FACILITIES ARE AVAILABLE
- WEATHER
- TRAVEL TIME ITINERARIES. DAY DRIVES, 2-3 DAYS WEEK LONG ITINERARIES
- TYPE OF VEHICLE - CAR AND, TOWING
- FACILITIES → TOILETS, FOOD BINS, FUEL
- DISTANCES

## 3. Needs, challenges & Aspirations

### Plan a longer stay

- Duration of activities, drives etc
- How much time is required

### Questions before they travel

- what tours are available / custom options → to families
- what do they need to bring?

### What itineraries would be helpful?

- Budget list → plus
- Day drives → Google map itineraries

(Eyre Peninsula)

## Needs / challenges / aspiration

What do they need to know to help plan a longer stay?

- What is in the region to enjoy things with things they would enjoy
- For it to be cost effective

What? do they have before travel & when in region

- local knowledge
- Best things to do / must see
- 

Where can I hire  
- boat / hire kayak / rods  
Where do I get fuel / food  
What time are things open?

Maps

Info

Trip mapping & push notifications of special opportunities on the way.  
~~But~~ Titcher's Trail  
Coast to Coast  
Food trails  
Bike / Hike trails

What do they need to know to help plan to stay longer?

About any events in the regions, current weather forecasts, services available

Questions - Distance between towns? what are food options in the area? opening hours of venues.

Itineraries - ideal times of day to visit certain locations, travel distances

Questions - Longer stay? Events  
Book tours ahead  
before in region:

- Book tours ahead
- Days tours operate
- Safe Areas
- Opening hours

When in region:

- map → location of points of interest
- Where are services
- Food / cafe / hotel outlets

Itineraries?

E/P More Broadly  
Time → Distances

- Collaborate
- Get on board
- Cattle fish
- Consett oysters
- Shark cakes
- Diving
- Unleash

3. Needs challenges, aspirations  
longer stays - what activities are there

Questions - finding suitable available  
Ocean during peak season  
what's open, when?  
Where to go?  
Driving distance.

Helpful itineraries -

- Outdoor activities
- What to do on a rainy day
- Seasonal itineraries



# EYRE PENINSULA: older couples

# EYRE PENINSULA: older couples

Booking AHEAD.  
realistic Timelines  
eg Gawler ranges

Best time to visit

Where the best Spots  
Home made Stops?  
local recommendations  
Road conditions  
Best Photo ops.  
GAWLER RANGES  
events in town  
during that period.

③

- How to get good coffee & fine food
- Luxury Accom
- Custom/Private tours
- unique experience

Weather  
transport - to arrive with in region  
How long to spend  
What are the must see

- luxury - high end
- all inclusive & pre arranged with the added extras that are local.

1)  
- Better marketing, more detail on what to do  
- Dirt roads / distances

2)  
- Unplanned, look for itineraries or planners  
"what to do"  
"where to eat"  
"connectivity"  
"free camps"

3) 1 day / 3 day / 6 day  
Families / couples  
Free camps  
Historic - more photos/vid.

① - Times/days of tour operator events - to extent visit

② • Weather, is there suitable accommodation?  
• Technology access:

③ <sup>and</sup> Staying longer will increase the local economy.

- Short Bay cruises
- Bike tracks
- Short walks
- how long it takes to do things
- 2nd tracks
- Day Tours
- opening hours
- How to travel around, do we have a bus? Hire cars etc
- sports clubs
- Information Pack

itinerary  
Eating Experiences  
Questions  
longer stay

- # info of interests - di
- # what to do guide books  
what to do when in region - how to get around region like etc  
Restaurants
- # dinner/dishes (with bread)
- # All inclusive tours
- # budget distillery tours - w. traps food etc
- # Art photos

information on accommodation  
key highlights  
best beaches/outdoor scenery

Lincoln / Coffin day tours  
mushegas  
wineries / beer gardens / restaurant

Who are they? 40-65

Limestone Coast 1

Whats their life stage? kid free

- more independent
- more disposable income

Why? Events / social special occasions because they can

When? - Not in school holidays  
- Because they can

How? - Warm weather  
- self drive - with who? <sup>- own like minded couples</sup> - Relies

VS Touchpoints. Limestone Coast 2

- Where? - Websites - Trip adviser
- Facebook - whatsapp
- Live chat - Google

Where? VIC - accommodations - word of mouth - cafe's - locals

Support - current & upto date info  
- cross vic collaboration  
- stakeholder collaboration including cafe's, bars & restaurants  
- Famili's  
- Mail Chimp to industry stakeholders  
Weekly / Reg basis updates  
Whats on.

# Limestone Coast

(older couples)

High yield

## Experiences

What? - Events - wine / food - wellness  
- Concerts - History  
- Nature

Caravan park - self contained - Motels

- Bucket list items - paid experiences  
Relax - Must see and do -

- Coffee - wine - High end food - local produce

- Seasonal - Ghost mushrooms - generation in jazz  
- Dog/pet friendly - Racing, Horse/cars etc  
- pine End  
- penola arts fest.

Plan longer stay  
- Accommodation  
- What facilities  
- Type of car  
- Opening times

Medical Hospital  
- Hospital - cancer  
- Pharmacy  
- Groceries Food Travel  
- Wellness  
- Best Coffee

Weekend (Islands)  
- Relaxation  
- Spa experiences

Neat, modern hospital  
- Limestone Coast  
- Great food, amazing views  
- Pets

What Events are happening in the region  
- Events (food, art, music)  
- All open + FREE  
- Available for people  
- Now can travel between  
- Locations to stay and  
- public but see the whole  
- region  
- Set up + improve the  
- local talent  
- visit are the do not  
- miss part of the area

Where to find info  
Experiences available  
Things to do - Tasting  
- Trail  
- Tours  
- Heritage  
- Activities  
What can we do + see?  
- NP  
- Itineraries  
- Day Trips  
- Wet weather ideas  
(for summer)  
- Sustainable Tourism  
- activities  
- Diving  
- aboriginal stuff  
- heritage / history  
- Finding  
- more to see + do - more photos

What do they need to plan  
- online blogs or an experienced  
- itineraries - 2-4 days  
- Great inspiring images  
- Get literally guided  
- How can we need to do all  
- to get the best experience?  
- avoid experiences or paid  
- and free  
- alcohol, coffee - food & other  
- nice touches?

# Timeline

unique to region

Plan longer stay

- + Accom Star Rating
- What facilities
- Type of rainfall <sup>weather temp</sup>
- Opening times <sup>long weekend</sup>

Questions

- + Medical Hospital
- + Repairs - caravan <sup>scripts chemist</sup>

Itinerary

- = Gourmet Food Trav.
- = Wellness <sup>History Museum - reminders - memories</sup>
- = Best Coffee

Weekend (9 hours)

- Relax, Informative <sup>Flora</sup>
- 5 Star experiences

Needs, challenges + Aspirations

Where they can stay with Pets?

What events are happening in the region

What cafe/food/Attraction are open + times

Weather back up plans

How far to travel between townships to stay one place but see the whole Region

- set idea + itineraries they could follow
- What are they do not miss items of the area

History, Arts, local culture

What do they need to know?

- What is on in region at this time
- What is open / to do
- Exceptional experiences
- Length of stay to co-ordinate out of region to travel
- Internet coverage
- Pet friendly
- Reviews / ratings

Questions before hand & when in region

- Location of accom to eateries, shopping, leisure
- Cost <sup>W</sup> / Caravan Parks / <sup>Boys</sup> <sup>Point</sup>
- Weather for packing
- Tours / experiences

Where to find info

Experiences available

Things to do - Tasting Trail

Tours - Heritage - Activities

What can we do + see?

Wifi

Itineraries: Day Trips

Wet weather ideas (for summer)

~~Things to do for kids~~

Sustainable Tourism activities

Dining out

aboriginal stuff

heritage/history

4WDing

more to see + do - more reasons

Needs + Challenges - Aspirations

What do they need to plan

- Online - blogs on all experiences
- Itineraries - 3-4 day plan
- Great inspiring images
- Pet friendly guides

How long do need to see all, to get the best experience?

- What experiences are paid and free -
- What's open - food & attract
- Star ratings?

1 About Them

- > Adults and Children (0-16)
- > mult groups
- > working parents, <sup>some</sup> school aged children like visiting
- > grandparent

Why - escaping tech -> reconnecting / making memories  
 learning opportunities  
 breaks routine, embrace life  
 sporting / interests

When - School holidays (but will travel outside long weekends this time)

How - own vehicle

# Riverland Murray Lakes & Coorong (families)

3. Needs, Challenges & Aspirations

Planned - families  
 First Fly sales  
 weather / season is different  
 Do we need to be self contained  
 Access to toilet / shower / supply water  
 in region  
 Bring day items  
 Extending stay to go outside of  
 base town location  
 Tours Day times  
 (don't run everyday)  
 Opening times of Dining  
 Experiences  
 Event fly - supermarket  
 locations  
 itineraries  
 location of toilets/playground  
 food options, shops that can  
 be visited on leisure

- Fruit fly restrictions  
 - What is there to do  
 - Local hotspots  
 - Where to hire equipment  
 (bikes, kayaks)  
 self drive itineraries  
 "self drive"  
 include food stops, scenic history,  
 wildlife, toilets, playgrounds,  
 hospitals, distances  
 hotels should be open to  
 make sure they can get  
 accommodations  
 weather forecast  
 Fruit fly - visit local  
 supermarkets  
 Access to National Parks  
 etc. could be limited due  
 to rain

Need to know  
 Accommodation Availability  
 housing options  
 where to get top up  
 supplies - groceries  
 (meats)  
 what to do if the water  
 is low  
 medical help if required  
 how far to neighbouring  
 destinations - help plan  
 what events are around  
 the corner to enter to  
 stay. (For Ben)

Accommodation options (3 spots)  
 what facilities/experiences are  
 for the kids  
 what adult activities that  
 have child friendly components  
 Distance, time between  
 places to visit  
 facilities to house (playgrounds,  
 shops, toilet, playground, etc)  
 who to call for human assistance  
 Long drive itinerary - 3 days  
 (for region tour)  
 school holiday itinerary 5 days  
 which region focus visit  
 how many to discover more  
 of the river - drive back

2 Experiences

What do they do?  
Activities  
 water sports - fishing,  
 Nature based - walking, canoeing, bike tracks  
 playgrounds.  
 Ferry Crossing  
 Dining - food  
 Wildlife Experiences  
 Interactive displays

Accommodation - caravan Park  
 self contained, cabins, shack,  
 camping

Food & Beverages - Supermarket  
 Hotel/Bakery - takeaway/picnic friendly  
 Outside venues a priority  
 ↙ games lawn

Events - Splash markets  
 Pagents (Christmas / Easter)  
 Sporting

Seasonal - Houseboats

GAPS - Tours  
 Inside days (weather) wellness

4. Visitor Servicing Touch points

Google -> town name that travelling too  
 need to be on first page

Review websites  
 Facebook / Insta

TikTok - emerging

Accommodation website

Where in region -> within room

Better Support

Accommodation - 3 child friendly location

QR Codes - / Charging point

Upskilling local retail staff

ATDW listing for non-commercial child/  
 Creative social media use - TikTok?

Across Regions

Get out on water guide  
 -> Where can I get a cruise  
 on what day & town

Itinerary shaving

\* Mildura  
 Cross border  
 Toora

See km  
 of river

### 3. Needs, Challenges & Aspirations

Riverland - Families

Fruit Fly rules

Weather / temp is different seasons

Do we need to be self sufficient or can we top up supplies while in region

Rainy day ideas

Extending stay to go outside of base town location

> Tours Day times (don't run everyday)

> Opening Times of Dining Experiences

> Fruit fly - supermarket locations

Itinerary

> location of toilets/playgrounds, food options, sites that can be visited at leisure

> Should I book?

Does location have it in walking distance amenities area

> Distances

WNT

Need to Know

Accommodation Availability booking options

- where to get top up Supplies - groceries Chemist

What to do if the weather is bad

- medical help if required

- how far to neighboring destinations - help plan

- what events just around the corner to entice to stay. (Fun for family)

- Fruit Fly restrictions

- What is there to do

- Local hotspots

- Where to hire equipment (bikes, kayaks)

- Self drive itineraries  
Self walk "

- include food stops, servos, history, wildlife, toilets, playgrounds, hospitals, distances

What's on in the area to

• make sure they can get accommodation

• Weather forecast

Fruit fly - visit local supermarkets

• Access to National Parks etc could be limited due to rain

Accommodation options (if space for the kids)

What adult activities that have child friendly components

Distance + times between places to visit

Facilities in towns (playgrounds, toilets, fuel, takeaway, B&B)

Who to call for human influences

Long walk itinerary 2-3 days  
Past region focus

School holiday itinerary 5-7 days  
Wicks region focus with motivation to discover more of the river - come back!

1. About Them  
 Who - Young Couples + Kids 10-12  
 Life - school holidays - close to home  
 Paying off home loans  
 early-mid stage  
 Why - Create memories / family adventure  
 - Away from screen time  
 When - school holidays / long weekends  
 - Taken out of school  
 Who travel - 2-4 kids maybe pet.  
 How - Self drive, self contained + catered.

2. Experiences  
 What - Active outdoor - train, playgrounds, skatepark  
 - Light shows, animal exp.  
 - Walking trails, explorer garden  
 - Interactive - museums / galleries  
 - Aquatics.

Accommodation - self contained, caravan parks, Station stays, Camping

Activities - flights, helicopter, tag-a-long.  
 Food + Beverage - Pubs, self catered, coffee / bakery  
 Picnics + BRAs.

Events - Markets, Family concerts, Festivals  
 Races, Rodeos, Live Music - 500 Miles  
 Seasonal - School holiday programs, Shows, pageants

Gaps -  
 FR+O ①

4. Visitor Servicing  
 (Where - Website presence station stays  
 owning - Guides + maps : SA.com. - ATDW  
 - Social media, google search  
 - Trip Advisor, booking.com  
 Where In Region - VICs, Info Bays, Accommodation, Hospitality, Attractions,  
 Support - Collaboration, partner with local businesses, share knowledge - ATDW. - encourage.  
 # Regions

# Flinders Ranges and Outback

(families - tween / teen)

Peterborough ①  
 Plan a longer stay?  
 - include night activities  
 - Have at least two activities or sights in mind per day  
 - Accommodation and availability ease of booking  
 - Demographic - targeting info to suit specific needs  
 Questions they have before travel?  
 - What is there to do?  
 - top 5 recommendations  
 - what should we book / what do we need to book?  
 - Where can we eat?

ROBY DOWNS  
 - Plan ahead + book  
 - Seasonal Activities  
 - Road conditions  
 - Travel distances  
 - Services + facilities  
 - 2 day / long weekend  
 - Family - couple - nomads  
 - Experience based vs. Nature  
 Sunset tour - sunset -> timberline  
 Underground + wild / lowland  
 Lap tour - low -> Ornatilla + (Cibola)  
 Lake Towers - Anna Self Drive  
 Playgrounds, splashpad, emu walk

Pirie  
 Decent website - with great photos  
 ability to book online + testimonials  
 Activities @ different price points  
 well advertised + Bookable.  
 price point A  
 1 day < " " B  
 2 day < " " Above  
 3 day < " " as Above  
 what questions do they have before travel  
 where can I book  
 what is there to do

Wendy Flinders Ranges outback  
 Wadlata  
 Mud Lands  
 Pichulichi  
 Miniature Rail  
 Golf  
 ESL  
 Skatepark  
 Coastal Path, bike ride  
 Quorn  
 Jeff Morgan Gallery  
 Boltz viny Flinders Gallery

What is there for the kids to do?  
 Questions they have when arrived?  
 - How should we fill our day  
 - Enquiries on Steam train - booking sound and light show day tour  
 - Accommodation options / where to eat / where to go next?  
 Hinesoniel  
 - Tornged@familyer.couplet  
 - Driveit greg romrod  
 - 30 things to see and do.

SPY  
 Bush camping  
 Jeff Morgan Gallery  
 Nature Garden  
 Events  
 4WD Self Drive  
 Quorn History Walks  
 PRIS  
 ESL Show  
 Birdland  
 Wadlata  
 Mini Train  
 Bush walking  
 Skate Park  
 National Parks  
 Look outs

Pirie  
 1 day - shakka, VR gallery, museum, nature play, shake park, bluff, lunch on saturday @ haputos  
 2 day - shakka, VR, nature play, 4WD lunch at Family hotel, Dinner @  
 3 day - shakka, VR, nature play, Pichulichi, 4WD, lunch @ Family, dinner @ Helrose

Flinders Ranges and Outback.  
 FR+O ③

## Peterborough ①

### Plan a longer stay?

- include night activities
- Have at least two activities or sights in mind per day.
- Accommodation and availability ease of booking.
- Demographic - targeting info to suit specific needs.

### Questions they have before travel?

- What is there to do?
- top 5 recommendations.
- What should we book/what do we need to book?
- Where can we eat?

- What is there for the kids to do?

### Questions they have when arrived?

- How should we fill our day.
- Enquiries on Skaraborn - Booking sound and light show day tour.
- Accommodation options / where to eat / where to go next?

### Itinerary

- Targeted @ families, couples, grey nomads.
- Drive.
- 30 things to see and do.

ROAD DOWNS

### - Plan ahead + book

- Seasonal Activities
- Road Conditions
- Travel distances
- Services + facilities
- 2 day / long weekend.
- Family - Couple - Nomads
- Experience based vs Nature food
- Sunset Tour → sunset → Andromeda
- Underground → Wildflowers
- Loop tours - Roxby → Ordhabitta → Cobar Rd
- Lake Torrens - Tanina Self Drive
- Playgrounds, Splashpad, Emv Walk

Bush camping  
Jeff Morgan Gallery  
Native Garden

Events  
4WD Self drive  
Quorn History Walks

PRK  
QSL Show  
Arid land  
Wadlata  
Mini Train  
Bush walking  
Skate Park  
National Parks  
Look outs

## Pirie

Decent website - with great photos  
ability to book online testimonials  
Activities @ different price points  
well advertised + Bookable.

1 day < price point A  
2 day < " " B  
3 day < as Above

what questions do they have before travel.  
Where can I book  
What is there to do

## Pirie.

1 day shakka VR gallery  
Museums, nature play  
skate park, bluff  
lunch on saturday @ kapotos

2 day - shakka, VR, nature play galleries  
- 4WD lunch at Family hotel  
Dinner @

3 day - shakka, VR, nature play  
pitchi Richie  
4WD  
lunch @ Family  
dinner @ Melrose

Wendy Flinders Lange Outback.

Wadlata

And Lands

Pitchi Richie

Miniature Rail

✓ Golf

✓ ESL

✓ Skatepark

✓ Coastal Path bike ride

Quorn

Jeff Morgan Gallery

Bike ride Flinders

Galleries

Flinders Range and Outback

FR+O ③

- About them
- Double income
  - Pet owners
  - Adventure lovers
  - Enjoy food & wine
  - Not restricted by school holidays
  - Short Breaks
  - Travel for Events / stay
  - Active on social Media
  - Visit based on social popularity
  - Self drive
  - Luxury
  - Camping
  - last minute bookers
  - Book online
  - Research online
  - Active

①  
1/2

- \* Eat + drink → experiences
- \* Events + sporting events → what they're doing
- \* active experiences - kayaking, roofohms, beaches, wellness walks, yoga, cycling, dolphin
- \* Distilleries, Breweries, wineries, laneways, small bars
- \* insta food places - places they've seen on socials - written up in new blogs etc...
- \* fancy/cool dinner places, social with friends, date night, ~~also include~~ with music or close to another venue for entertainment or drinks.
- \* Music events, AFL, food + drink events, arts + culture, beer + BBQ, fringe, illuminate, All Fest, Tasting days etc...
- \* Seasonal → Masely Pch Club, Winter wonderland?, Beaches in Summer

- Life stage / why
- Because they can
  - no restrictions
  - travelling before financial commitment
  - Honey moons
- who
- Partners
  - Friends
  - visit family + friends
- when
- weekends
  - not restricted by school holidays

# Adelaide Hills Fleurieu Kangaroo Island

(young couples)

Interests - wellness, fitness, sport, ~~travel~~ physical appearance  
Adelaide vic ②

- experience gaps -
- Aboriginal - day cruising
  - adventure -
  - touring across Adel Metro City - Glenelg - Port Adl.
  - bookable drink/wine experiences
    - wine flights
    - gin tasting etc..
    - masterclasses, make your own...
    - label your own - personalise

Accommodation → a little lux, great locations, hotels, new hotels, close to restaurants, over event

- Experiences **Fleurieu + THINK**
- Hiking
  - Nature based
  - water Activities
  - boutique food & wine experiences
  - Events
  - Markets
  - Music
  - Beach
- Accommodation
- Air B+B
  - Boutique experience
  - Hotels, resorts
  - Camping
  - Glamping
- Food & Bev
- wineries
  - Breweries
  - Distilleries
  - Restaurants
  - cafes
  - Bakeries
  - Pubs

- Events
- Music
  - Artisan Markets
  - Food & wine Festivals
  - Farmers Markets
  - Large festivals
- Seasonal Activities
- Autumn leaves
  - whale season
  - winter wine
  - Summer beach holidays
  - water sports / activities
  - fishing
- Experience Gaps
- Food experiences
  - Adrenalin
  - operator run attractions

- touch points
- websites
  - Facebook / Instagram etc. + ticktok
  - local website
  - sa.com
  - Regional websites
  - Trip Advisor / Reviews sites
  - Apps
- In Region
- VIC
  - Hotels / accommodation
  - On line - as above
  - cafes / restaurants
  - Petrol stations
  - Other visitors
  - shops / markets
  - street signs
  - QR codes
  - Region App
  - Airport

- Better servicing
- Mobile VIC's
  - Regular / up to date online information
  - Providing info at accommodation
  - whats on / open when in region
  - Educate local business / customer facing people to be experts
  - ATDW - more operators
- Collaboration between VIC'S
- Cross Regional Activities / Itineraries
  - Share whats on
  - Compare collateral
  - Families in different regions
  - share best practices

①  
collective  
③

②  
collective  
③

# Adelaide Metro

Calendar of events (annual major events)  
 for pre-planning

Need to know all the cool things, clusters  
 - they need to know more than things

can they book in now or later? or on the day?

## Itineraries

Breweries + Distilleries

10 BEST lunch spots

" " lunch spots

Instagrammable Places

• cycle trails

Port Adelaide / Adelaide

③ (Adelaide)

calendar of events

~~open hours~~

list of distilleries, breweries + cellar doors

Itineraries →

Adventure Low
Foodies
wellness
insta worthy

Morning - food

Experience

lunch with tasting experience

Afternoon experience

Dinner

Nightlife

Port Adelaide - Young Couple

Transport / Parking

Day Trips - Itineraries to Wineries

Where to eat / drink

Events / What's on?

Distance to other regions

What's Open when

Where to book, online?

Tours / Experiences

What's Popular / Online

Victor Harbor

## Questions

- How do I plan my days
- how long should I stay
- how can I get around
- how can I make the most of our stay
- where should I stay
- what's on

## 3, Fleurieu Coast

- Retail, Cafes & Restaurant hours
- Accommodation Availability
- Where to see iconic animals
- Best Walks
- Past Instagram Hero spot locations
- Brewery - Bespoke experiences
- Hire equipment outlets

## Itineraries

→ Stay, Play, Experiences

- Fine season & where to see the hills - Kangaroo Island, Challenger
- Weather temp in different seasons
- Animal friendly walks, Cafes & Experiences

# Fleurieu + Hills

## Itineraries

- local Must Dos
- Gronk Island
- Cockle train
- Pig Duck
- Whale Centre?
- Hidden Gems
- Markets
- Hidden Gems
- water activities
- boutique food & wine experiences
- Hikes
- Nature
- whales
- Dolphins / seals

## Fleurieu Coast

attractions & experiences  
 food & wine/beer trails  
 events happening in the region & adjoining regions (KI, Victor)  
 travel times  
 maps

places to stay, busy, peak times  
 best places to go & experience

## Food & Ale Trail

Hiking  
 Adventure

(Not just a Day trip destination)

So much to see + do

- Where to stay - options. Access - taxis
- What are the options - experiences. Retail / Cafes / Walks
- 2 day 1 night option
- Long weekend
- Event options to extend stay
- Special experiences - active, food & wine, nature

# NEXT STEPS

Talk to your Regional Tourism Manager, and get the visitor personas.

Collaboratively plan and activate relevant visitor servicing initiatives as a region.

Reduce the duplication! Work smarter, not harder. Focus efforts on high value visitor personas.



# Visitor Persona Profiling Template

Slides, Today's Workshop Brainstorming and Visitor Persona Template will be shared.

Review + Tweak for those who have Visitor Personas



**ALIGNING YOUR  
VISITOR SERVICING  
ACTIVITIES WITH  
YOUR DESTINATION'S  
BEST VISITORS**

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**THE MASTERCLASS**